

KIRCHER'S MISSOURI STATE HATCHERY



Otto Kircher
Owner-Manager
Kircher's
MISSOURI STATE
HATCHERY

Where Quality Reigns Supreme
BUTLER, MISSOURI

*Biggest demand in our history
for Super-Test Chicks*

In appreciation and response to urgent requests we extend the
last date for our special early order prices another 15 days

Dear Friend:

February, 1936.

Never since we can remember have folks been so anxious to get SUPER-TEST CHICKS as they have been this season. We cannot help but acknowledge this compliment, and we thank our friends and customers one and all. Fully one-third of these kind folks have taken advantage of our special offer of 5% discount for cash in full with order. This is mighty good judgment, in view of what prices for chicks are going to be when March and April roll around. So many folks have said to us, "This is near to Christmas time and we're a little short of money, but if you will wait till after the first of the year, I'd sure like to have your chicks at the low prices you are quoting, and take advantage of the 5% discount, too!"

Well—we've been doing business with you folks a long time and we're not going to split hairs now about such a small thing as giving you who want it a little extension. Of course, in fairness to the others, we must set a limit some time, so this time we are setting a final limit by extending this offer 15 days and also extending our low advance order prices until that time.

Send your orders in now, friends—while you have the thought in mind. We want to see you get the benefit of these special low prices, because we value your friendship and continued patronage above all. In buying SUPER-TEST CHICKS at these special prices you are actually buying yourself the foundation for a highly profitable business at depression prices. So take advantage of this bargain immediately—to make sure of getting your chicks before our hatch for the particular date you want is sold out. ORDER IN ADVANCE AS FAR AS POSSIBLE.

Thanking you, and awaiting your appreciated order, we are,

Yours most cordially,

**5% Extra Discount
for another 15 days for
Cash in full with order.
Other Discounts on Inside Pages.**



MRS. OTTO C. KIRCHER
Assistant Manager
Kircher's
MISSOURI STATE
HATCHERY

Otto Kircher
Owner-Manager

KIRCHER'S MISSOURI STATE HATCHERY
BUTLER, MISSOURI

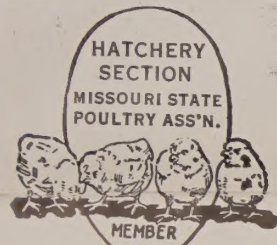
1936 CHICK PRICES

Our Famous SUPER-TEST CHICKS Are Ready for You

YOUR OPPORTUNITY TO MAKE MONEY—ORDER NOW—CHICKS HATCHING EVERY WEEK



\$1.00 Books Order —We Can Ship C. O. D. for Balance



1936 CHICK PRICES

Missouri State Hatchery, BUTLER, MISSOURI
Our BEST Chicks—Our LOWEST Prices!

Order your Chicks at these low prices so you will get them when you want them. Each order receives our personal attention. Every chick Approved and Bloodtested for B. W. D. by authority Missouri Approved Hatchery Board. Stained Antigen rapid whole

blood test approved. All chicks come from flocks of good type, color, strong, healthy stock.
REFERENCES: Any bank in Butler, Farm Agent, Mo. Poultry Assn., Dun and Bradstreet.
DELIVERY: Hatches every week during 1935-1936 season. 100% Live Delivery Guaranteed. AT THESE PRICES YOU WILL SAVE IF YOU ORDER YOUR CHICKS NOW. PRICES ARE SUBJECT TO CHANGE ANY TIME.

TERMS: \$1.00 deposit with your order will insure you the delivery date and the number of chicks you will want. Balance due ten days before we ship or send cash in full with your order for quick delivery. We pay all postage charges on orders that are paid for in full ten days before shipment. We can ship C. O. D. for balance due.

MISSOURI STATE HATCHERY A GRADE CHICKS

All Good Stock—Regular Hatchery Grade

Price for	25	50	100	300	500
S. C. White Leghorns	\$2.25	\$4.00	\$7.40	\$21.75	\$36.00
Big Type White Leghorns					
Barred Plymouth Rocks	\$2.40	\$4.25	\$7.75	\$23.00	\$37.50
White Plymouth Rocks					
Buff Plymouth Rocks					
S. C. Rhode Island Reds	\$2.40	\$4.25	\$7.75	\$23.00	\$37.50
White Wyandottes					
Buff Orpingtons					
White Minorcas	\$2.65	\$4.75	\$8.75	\$25.50	\$41.50
Light Brahmas					
Kircher					
Golden Buff Minorcas	\$2.65	\$4.75	\$8.75	\$25.50	\$41.50
Our own Special Breed					
HEAVY ASSORTED for Broilers	\$1.95	\$3.55	\$6.75	\$20.00	\$32.50
ASSORTED for Layers	\$1.90	\$3.50	\$6.50	\$19.00	\$32.00

Our Assorted Chicks are not culls. A number of our friends order these chicks since they do not care about having a flock all one breed.

ALL FLOCKS APPROVED AND BLOODTESTED FOR B. W. D.

By Authority of Missouri Approved Hatchery Board

Stained Antigen Rapid Whole Blood Test Approved

Chicks Shipped C. O. D. and 100% Live Delivery Guaranteed

We Guarantee Satisfaction

Order Now!

SPECIAL DISCOUNTS

SPECIAL DISCOUNT ON THE AA AND AAA GRADE CHICKS UNTIL FURTHER NOTICE—ALL PRICES SUBJECT TO CHANGE, SO DO NOT DELAY YOUR ORDER. A discount of \$1.00 per hundred on all Missouri State Hatchery AA Grade Chicks.

A discount of \$1.50 per hundred on all Missouri State Hatchery AAA Grade Chicks. Order now and take advantage of these big savings on our better grade chicks. They always make you more money than low-grade chicks.

MISSOURI STATE HATCHERY AA GRADE CHICKS

Our Bred-to-Lay Matings—Bloodtested—Approved

LOOK! Money-Making Chicks at Real Prices.

Price for	25	50	100	300	500
S. C. White Leghorns	\$2.60	\$5.00	\$9.40	\$27.70	\$45.00
Barred Plymouth Rocks	\$2.75	\$5.25	\$9.90	\$29.00	\$47.50
White Plymouth Rocks					
Buff Plymouth Rocks					
S. C. Rhode Island Reds	\$2.75	\$5.25	\$9.90	\$29.00	\$47.50
White Wyandottes					
Buff Orpingtons					
Booth White Minorcas	\$3.00	\$5.75	\$10.75	\$31.75	\$50.00
Light Brahmas					
White Langshans					
Kircher					
Golden Buff Minorcas	\$3.00	\$5.75	\$10.75	\$31.75	\$50.00
Our own Special Breed					

MISSOURI STATE HATCHERY AAA GRADE CHICKS

Our Super Egg Matings—Exhibition Stock—Bloodtested—Approved

Our Best Grade. We recommend AAA and AA Grade Chicks. They come from our best flocks. Should pay you highest returns.

Price for	25	50	100	300	500
S. C. White Leghorns	\$3.25	\$6.15	\$11.90	\$35.00	\$58.00
Barred Plymouth Rocks	\$3.35	\$6.25	\$12.40	\$36.50	\$60.00
White Plymouth Rocks					
Buff Plymouth Rocks					
S. C. Rhode Island Reds	\$3.35	\$6.25	\$12.40	\$36.50	\$60.00
White Wyandottes					
Buff Orpingtons					
Booth White Minorcas	\$3.75	\$7.25	\$14.00	\$41.50	\$68.00
Light Brahmas					
White Langshans					
Kircher					
Golden Buff Minorcas	\$3.75	\$7.25	\$14.00	\$41.50	\$68.00
Our own Special Breed					

PRICES ON HYBRID—DAY-OLD PULLETS OR MALES

(Add 1c per chick if order is for less than 100 chicks)

Price for	100	300	500	1000
White Hybrid Pullets (Day Old)	\$14.00	\$42.00	\$70.00	\$138.00
Dark Hybrid Pullets (Day Old)	\$12.00	\$36.00	\$60.00	\$118.00
White Hybrid Males (Day Old)	\$ 7.00	\$20.00	\$33.00	\$ 66.00
Dark Hybrid Males (Day Old)	\$ 8.00	\$23.00	\$38.00	\$ 76.00

We guarantee 80% accuracy in selecting sex of Hybrids. We are hatching a White Hybrid which is a cross between White Rock Pullets and White Leghorn Cockerels. The dark Hybrid is a cross between Barred Rock Pullets and Rhode Island Red Cockerels. Pullets make great layers. Males are of finest quality for broilers. All orders for Hybrids have to be booked in advance on account of the big demand.

Chicks from good eggs produce good, sturdy chicks, making an EXTRA BIG PROFIT.

EXTRA SPECIAL

SPECIAL COMBINATION OFFERS

We have found that a number of our good customers want chicks from two different grades of the same breed, so we are listing combination prices below as described. When you order be sure to state the combination number and breed you want. Here is our bargain counter.

SPECIAL COMBINATION OFFER NO. 1

50 AAA Grade White Leghorns, S. C. Rhode Island Reds, Barred Rocks, Buff Rocks, White Rocks, Buff Orpingtons or White Wyandottes combined with 50 A Grade Chicks of same breed, making a total of 100 good, healthy, egg-laying B. W. D. tested APPROVED CHICKS.

All at the SPECIAL PRICE OF **\$8.75**
Prepaid when you send cash in full with your order.

COMBINATION OFFER NO. 2

50 AAA Grade Kircher Golden Buff Minorcas—the outstanding breed and our BIGGEST Bargain—or Booth White Minorcas combined with 50 A Grade Chicks of the same breed, making a total of 100. Here is your opportunity to buy some of the best chicks at a real Bargain price. All flocks bloodtested, bred for show and egg production.

All at the SPECIAL PRICE OF **\$10.00**
Postpaid when you send cash with order.

COMBINATION OFFER NO. 3

100 Heavy Assorted. You name three breeds that will be satisfactory to you and we will ship your full order all of the same breed. We reserve the right to name one breed from the three and to limit the number of orders we furnish under this offer, so send your order as soon as possible. All orders accepted will be filled.

Bloodtested Chicks
SPECIAL PRICE postpaid **\$7.25**

We hatch three grades of Super-Test chicks in our leading varieties.
Super-Test Grade AAA—Our Exhibition grade. Super-Test Grade AA—Bred-to-lay stock and Super-Test Grade A—All good stock, regular hatchery grade.
Super-Test Grade AAA—The cream of all our chicks. If you want as good chicks as you can get for the money, buy these Super-Test AAA grade chicks and next fall when they start laying you will be mighty well pleased.
Super-Test Grade AA—These are from selected stock and will make good, dependable layers. These are second only to our AAA grade.
Super-Test Grade A—Good, healthy chicks from rigidly culled farm flock matings—as good as you can get for the money, but not as good or as profitable as the AAA or AA grade.

KIRCHER'S GOLDEN BUFF MINORCAS

OUR OWN SPECIAL BREED

The Egg-Class chicken that lays lots of big, white eggs—but weighs like heavier breeds.

Grade	25	50	100	300	500
A	\$2.65	\$4.75	\$ 8.75	\$25.50	\$41.50
AA	\$3.00	\$5.75	\$10.75	\$31.75	\$50.00
AAA	\$3.75	\$7.25	\$14.00	\$41.50	\$68.00

SEND ALL ORDERS AND MAKE ALL CHECKS PAYABLE TO

KIRCHER'S
MISSOURI STATE
HATCHERY
BUTLER, MISSOURI

Only \$1.00 Deposit
with order insures
delivery date and
number you want.

USE ATTACHED ORDER BLANK AND POSTAGE PAID ENVELOPE

USE ATTACHED ORDER BLANK AND POSTAGE PAID ENVELOPE

Letters From More Than Satisfied Customers

SOLD AT GOOD PRICES

Mr. Otto C. Kircher,
Missouri State Hatchery,
Butler, Mo.

Huntsburg, Ohio.
October 29, 1935.

Dear Sir: I am going to write and tell you about the wonderful chicks I bought of you last spring. I bought the chicks March 6th, 1935, and I never saw chicks grow so fast and feather out so nice. Out of the 100 chicks I bought, 97 of them were raised. There were 53 pullets, and at 11 weeks of age I began selling cockerels dressed for private trade weighing $2\frac{1}{2}$ to 3 pounds at 32c per pound. I sure feel proud of my chickens. Yours truly, Mrs. Emma Daniels.

I raised 971 out of 1,000. The chicks grew off better than any other chicks I had. Cockerels 2 pounds about 9 weeks. Sold to private trade. I got 5c more per pound than prevailing market prices. The pullets started laying around 5 months and laid a LARGE WHITE EGG. Sold eggs for hatching at \$1.50 per setting. Exhibited a cockerel and 2 pullets at the Maryland State Fair and received two blue ribbons and a red. I value my flock today at over \$500.—Osborne Bull.

GETS PREMIUM FOR OUR EGGS

Missouri State Hatchery,
Butler, Mo.

Clarksville, Ark.
October 28, 1935.

Dear Sirs: I purchased 100 White Rocks and 250 White Leghorns from you on April 7th and raised 330 of the 350. Had fine luck. I sold 180 cockerels at the age of 11 weeks. They averaged $2\frac{1}{4}$ pounds each. I sold them at market prices to egg commission houses, as we had to make room for the pullets. Have 150 fine pullets, and they started to lay at 5 months of age. They laid FINE BIG EGGS. We bought baby chicks from you last year. They are the BIGGEST LEGHORNS and lay the LARGEST EGGS of any I ever had. Sold infertile eggs all year at 3c A DOZEN ABOVE MARKET PRICES, but intend to sell hatching eggs next spring.

We exhibited a trio of White Rocks and a trio of White Leghorns at the County Fair this fall and won first prize on both. The judge said they were perfect.

We have 150 pullets and 120 year-old hens, and value our flock at \$337.50. Have bought baby chicks from other hatcheries, but your chicks are far ahead of others. Yours truly, R. D. Frost.

PAY FAR BETTER THAN AVERAGE

Missouri State Hatchery,
Butler, Mo.

Dewey, Oklahoma.

Gentlemen: We have been buying your chicks now for 3 years, about 500 per year. This year we got 500 the 16th of March, 200 White Leghorns and 300 White Rocks. Only lost 9 of these. Never had a nicer bunch. Commenced selling the cockerels when 7 weeks old. Averaged about 2 pounds then. Got from 2c to 5c a pound more than the poultry houses were paying. Sold to a grocery store. We

sold them 240 and could have sold many more if I had had them. Got the first pullet egg July 21st. Were large enough to go with the other eggs when they started laying.

All your chickens that we have had lay large uniform eggs. We get 5c above the poultry house price for all our eggs to private trade. Never have enough to fill orders. We got 2906 dozen last year and about the same so far this year. We are sure well pleased with your chickens as they have been good every time, always just alike and always good. We could get one dollar each for all of them. Yours truly, Harry Grindle.

A STORY OF REAL PROFIT

Missouri State Hatchery,
Butler, Mo.

Greensburg, Pa.
October 20, 1935.

Sirs: I want to take the opportunity to tell you how well pleased I am with the 500 White Leghorn Chicks I received from you March 12, 1935, as they are a prize winner in the American Poultry Journal Pullet Growing Contest. I raised 476 to 10 weeks of age.

One great advantage in getting your chicks is that they are quick to mature and uniform in growth, thus saving time in feeding one pen of layers and one pen of growers. I received the first egg July 21, 1935, at the age of 4 months and 9 days old.

My record shows the following:

Eggs to Oct. 1st.....	\$ 68.50	
Cockerels sold and eaten		
2 1/4 pd. each at 18c.....	98.80	
Cullings and sold for layers....	26.00	
Pullets on hand (190)	190.00	
Total.....	\$383.30	\$383.30
Cost of chicks	\$ 32.50	
Feed to Oct. 1st	131.55	
Grit and shells	3.75	
Straw	3.50	
Gas	4.60	
Total.....	\$175.90	175.90
Profit		\$207.40

I am getting 38 cents per dozen at present for eggs, as they are fairly large. I will order next year's chicks from you. Yours respectfully, Troy A. Moats.

SMALL FLOCK PAYS BIG PROFIT

Mr. Otto C. Kircher,
Butler, Mo.

Edgemont, S. D.
October 25, 1935.

Dear Sir: We received Kircher's Golden Buff Minorcas on June 9th. The pullets started to lay when they were 5 months and 10 days old. The eggs in a short time were as large as any. 28 pullets laid an average of from 15 to 21 eggs a day, with no extra special care, and not a very good house. These eggs were sold at an average of 5c a dozen above market price. Some months these few pullets average \$4.25 a month above expenses.

We exhibited a pullet and a cockerel at the local county fair and received two first prizes. The judges considered them some of the finest birds there. We value our flock at \$1.25 each. There is a large demand for eggs and chicks in this community.

Please send us a catalog, as we expect to order again this year. Yours respectfully, Mr. and Mrs. Harry Davis.

LAY LARGE WHITE EGGS

Mr. Otto C. Kircher,
Butler, Mo.

Parkton, Md.
October 22, 1935.

Dear Mr. Kircher: I have your Buff Minorcas, and everyone who comes to my house praises these chicks. The judge at the Maryland State Fair said that they were very good birds, that it was a shame that I did not have more there.

ORDER BLANK

Send all orders and make all checks payable to

Kircher's Missouri State Hatchery

BUTLER, MISSOURI

\$1.00 BOOKS ORDER—WE CAN SHIP C. O. D. FOR BALANCE

Write plainly

Date

Name

Town

State

Route or Street No.

County

No. of Chicks

Grade

Kind Wanted

Amount

TOTAL AMOUNT OF ORDER
AMOUNT SENT WITH ORDER
AMOUNT STILL DUE

Shall we ship C. O. D.
for balance due?

Second Choice

Third Choice

Shipping date preferred

Earliest date you will accept Order

Latest date you will accept Order

If you wish chicks shipped by express and your express office is different from postoffice address, give full shipping instructions on back of this order blank.

We hatch three grades of Super-Test chicks in our leading varieties.
Super-Test Grade AAA—Our Exhibition grade. Super-Test Grade AA—Bred-to-lay stock and Super-Test Grade A—All good stock, regular hatchery grade.
Super-Test Grade AAA—The cream of all our chicks. If you want as good chicks as you can get for the money, buy these Super-Test AAA grade chicks and next fall when they start laying you will be mightily well pleased.
Super-Test Grade AA—These are from selected stock and will make good, dependable layers. These are second only to our AAA grade.
Super-Test Grade A—Good, healthy chicks from rigidly culled farm flock matings—as good as you can get for the money, but not as good or as profitable as the AAA or AA grade.

ALL FLOCKS APPROVED AND BLOODTESTED FOR B. W. D.
By Authority of Missouri Approved Hatchery Board
Stained Antigen Rapid Blood Test Approved by the U. S. Dept. of Agriculture
Chicks Shipped C. O. D. and 100% Live Delivery Guaranteed
We Guarantee Satisfaction

Order Now!

Only \$1.00 Deposit with order insures delivery date and number you want.

(READ ABOUT KIRCHER'S GOLDEN BUFF MINORCAS ON BACK OF THIS ORDER BLANK)

**REFUSED \$1.75 EACH FOR PULLETS
WHY SELL SUCH EGG MACHINES?**

Bascom, Fla.
October 26, 1935.

**GET 10¢ A DOZEN ABOVE MARKET
FOR THEIR EGGS**

Yuma, Colo.
October 28, 1935.

Plano, Ill.
October 17, 1935.

Duncan, Arizona.
October 19, 1935.

Cold Springs, Ky.
October 13, 1935.

USE ORDER BLANK ON REVERSE SIDE

Leading Authorities and Reports Say . . . 1936 Prospects Best in Years



Otto Kircher

Owner-Manager

Kircher's

Missouri

State Hatchery

Butler, Mo.

RESOLVE TO HAVE SUPER-TEST CHICKS IN 1936

Super-Test Brand Chicks are no longer beyond reach of the average purse! Raise this well-known, high-quality grade of chicks this year and put yourself in a position to reap the full benefit of a flock that should prove highly profitable next Fall and Winter, when egg prices and the prices of market chickens are expected to be higher than in years!

YOUR CHANCE FOR REAL PROFITS

From every corner of the nation, enthusiastic reports and facts continue to pour in. AMERICAN POULTRY JOURNAL—one of America's leading poultry magazines—states, "Prospects are favorable for the poultry industry in 1936 . . . buying power of consumers probably will be greater also and lead to further rise in income of poultry producers . . . Prices received by farmers for eggs from May to October were highest for the period since 1929 . . . Based on estimates by the United States Department of Agriculture for the first 10 months, it is probable that the total cash income of farmers from eggs and poultry reached about \$575,000,000 in 1935, compared with \$467,000,000 in 1934 . . . During 1935, incomes of poultry producers gained about twice as fast as industrial incomes. Looking ahead into 1936, ratios between feed costs and prices of poultry products give promise of continuing favorable . . . The demand outlook is favorable. The United States Department of Agriculture forecasts that incomes of industrial workers will average about 10% higher in 1936 than 1935. This view appears to accord with most business observers . . . Poultry income probably will be greater in 1936 than in 1935!"

This authentic report coming from as great an authority as the American

Poultry Journal, and fully agreed with by leading authorities everywhere, shows YOU just what a splendid opportunity now exists for you with SUPER-TEST CHICKS for 1936.

Don't wait—by all means—as orders for millions of chicks were turned back by U. S. Hatcheries last year, and this year it is expected that the shortage will be even greater.

The supply of Super-Test Chicks, especially, will be limited. Read the letters written by poultry raisers in various parts of the country, reprinted on the inside of this folder, and you will see why so many folks who were ordering just small quantities last year are now ordering heavily, even up into the thousands of Super-Test Chicks for 1936. Our orders from many, many old customers are very much larger this year, and we are going to be hard-put to supply the demand after February 1st, for delivery on the best shipping dates. So place your order now—and accomplish two things for yourself; make sure of getting your Super-Test Chicks just when you want them, and thus counting yourself in on the big profits anticipated for Fall and Winter of 1936-37; and also share in our special low prices (and, if you wish, in our extra 5% discount for cash in full with order)!





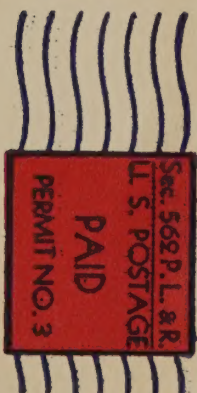
1936 Special

Super-Test

Chick Sale



Geo. Rogers
Northwood Narrows, N. H.



Increase Your Profits



Super-Test Chick

PULL OUT FOR POSTAL INSPECTION
WESTERN ENVELOPE MFG. CO., KANSAS CITY, MO.
WESTERN POSTAGE SAVER

From _____

Postoffice _____

State _____

R. F. D. _____ Box No. _____

FIRST CLASS
PERMIT NO. 1
(Sec. 510 PL&R)
BUTLER, MO.

BUSINESS REPLY ENVELOPE

NO POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES

POSTAGE WILL BE PAID BY



Kircher's
Missouri State Hatchery
BUTLER, MISSOURI

Kircher's Missouri State Hatchery

Butler, Mo.